

Mitch Daniels School of Business
Purdue University
403 W. State Street
West Lafayette, IN 47907 USA

TA WEI CHUANG
(858) 232-5173
chuang44@purdue.edu

EDUCATION

Purdue University, Mitch Daniels School of Business, West Lafayette, Indiana
PhD Candidate, Strategic Management, Fall 2022 – Present

Northwestern University Pritzker School of Law, Chicago, Illinois
MS in Law, January 2019 – Fall 2022

Texas A&M University, College Station, Texas
MS in Industrial Engineering, September 2016 – May 2018

National Central University, Taiwan
BS in Mechanical Engineering (Opto Mechatronics), August 2011 – June 2016

RESEARCH INTERESTS

Competitive and Collaborative Strategy, Corporate & Profit Sustainability, Intellectual Property, Innovation, Policy Compliance & Response

WORKING PAPERS

“Network Prominence across Incumbent–Startup Alliances” Fall 2023 – Present.

Advised by Dr. Umit Ozmel

Alliances are a central mechanism through which incumbents engage with start-ups possessing novel technology, yet existing work separately emphasizes resource dependence or learning benefits without clarifying how these mechanisms interact for disruptive innovations. We study alliances between U.S. incumbent biopharmaceutical firms and U.S. biotechnology startups in drug development, leveraging Funk and Owen-Smith’s (2017) consolidation-disruption (CD) index and a novel urgency ratio measure based on market-reaction patent valuations to capture patent-expiry pressures. Using a large dyadic panel drawn from proprietary deal data, patent data, and venture funding records, we find that startups with more disruptive technology are more likely to receive alliances from incumbents. This effect is amplified when the focal incumbent holds greater network prominence or when the biotechnology IPO market is hotter, but attenuated when the incumbent faces more urgent patent-expiry risk, integrating resource dependence and learning perspectives on how temporal constraints on absorptive capacity shape alliance choices.

“Evolution of Corporate Venture Capital: A Study of Cloud Service Providers and Start-up Investment” Spring 2024 – Present.

Advised by Dr. Umit Ozmel

Explores how cloud service providers (CSPs) like AWS and Google are shaping the evolution of

corporate venture capital (CVC) by offering cloud credits to early-stage startups. It investigates whether these non-equity-based contributions function similarly to traditional financial investments and how they influence startup funding and acquisition outcomes.

“Time to Openness” Fall 2025 – Present.

Advised by Dr. Helge Klapper

This study examines when a firm should open source a product so that openness accelerates rather than impedes innovation, framing the timing of openness as a strategic choice governing innovation efficiency. Central to the framework is Review and Integration Workload (RIW)—the attention and coordination effort stewards expend to screen and integrate external contributions—which is a congestible governance input that, when overwhelmed by submission inflow, causes queues to lengthen and throughput per unit of governance effort to fall. Building on organizational learning and open-source collaboration literatures, the payoff to opening is predicted to be non-monotonic: opening too early invites noise faster than informative signal, while opening too late yields diminishing gains as complements and routines crystallize elsewhere. A GitHub-based empirical design in open-source software and large language model ecosystems is outlined to test how temporal complexity, demand heterogeneity, level of openness across artifacts, and R&D intensity shift the optimal time to open.

TEACHING EXPERIENCE

Lecturer, Purdue University
MGMT 352: Strategic Management

Fall 2024, Fall 2025

Lab-hour Assistant, Texas A&M University
MEEN 210: Geometric Modeling for Mechanical Design

Fall 2017

Instructed STL file preparation and meshing export for various types of 3D printing for a class of 37 students. Supervised material handling and post-processing of manufactured prototypes. Provided consultations for undergraduate research projects and design competitions.

PROFESSIONAL EXPERIENCE

Taiwan Semiconductor Manufacturing Company (TSMC), Taichung, Taiwan & San Jose, California
Aug 2018 – Mar 2022

Section Supervisor of Turnkey Services & Advanced Packaging

Staff Engineer of Backend Production Control

Senior Process Engineer at Fab. 15B

ConocoPhillips, Dallas, Texas
Intern of Operation Research and Planning

May 2018 – Aug 2018

Texas A&M Engineering Experiment Station, College Station, Texas
Project Technician, MOSAIC Project

Jan 2017 – May 2018

Gogoro Inc., Taoyuan, Taiwan
Mechanical Engineering Intern, Energy Network Division